Gender and Mass Media  
(Women in Mass Media)  
019: 169: 002 - Introductory Topics Mass Communication  
3:30P - 4:45P MW E246 AJB

Professor Pam Creedon  
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Office: Adler E342; Phone: 335-1370  
Office Hours:  
Wednesdays 2:30 – 3:30 p.m.  
Tuesdays 2:00-4:00 p.m.  
Other Times by Appointment Only


A powerful and complex assessment of how women are transforming the news industry

The book contains nearly three dozen original essays penned by prominent newspaper journalists, editors, and executives. It surveys the past quarter century, the book's contributors highlight the unprecedented influence American women have had on the news industry, especially newspapers, and look ahead to the future for women in news. The chapters provide critical perspectives on the challenges women face in today's news organizations, such as connecting with diverse audiences, educating readers about international issues and cultures, maintaining credibility, negotiating media consolidation and corporate pressures, and overcoming the persistent barriers to professional advancement. It also explores how the news industry might implement further reforms aimed at creating a more inclusive journalistic community. (Note: The Poynter Institute in St. Petersburg, FL. (www.poynter.org), receives all royalties from the book.)

Course objectives:  
This course reviews the history and status of women in the U.S. mass media. Students will learn how women have entered and progressed through media, as well as caused, developed, and experienced changes in mass media. They will learn how the daily duty for women in mass media is changing in print, online and broadcasting news. Students also will learn about careers today for women in mass media and skills expected. The major and exciting course project involves current women journalists.

M. Aug. 22: Overview of course and project.

W. Aug. 24: Gender and Mass Media Historical Overview, Definitions and Concepts
August 26, 1920
The Day the Suffrage Battle Was Won
Women Earn the Right to Vote in the United States
First Proposed in July 1848
Passed 148 Years after U.S. Constitution Passed July 4, 1776

dedication at the Poynter Institute with Katharine Weymouth, publisher of
Washington Post.

W. Aug. 31: Overview of Interview Project. Go online and carefully review
http://www.ourblook.com/Blook-Features/University-Partnership-Programs.html Your
assignment is to write and type five questions that you need to ask about the project.

M. Sept. 5—LABOR DAY—No Class


W. Sept. 14: Discussion: The Female Mind: Biology of the Twenty-First-Century
Woman: Helen E. Fisher, p. 27.

VIEW: Sept. 15 Women, Ethics and Sports Journalism
1:45 p.m.
From Kent State University
Marla Ridenour Melissa Ludtke Andy Baskin Joel Nielsen Ellyn Angelotti

Harvard Akron Beacon Journal WEWS Ch.5 Kent State Poynter

M. Sept. 19: Discussion: Women in Sports as the Final Frontier and “Gender
Genie” by Cathy Henkel, p. 116 and 126.

W. Sept. 21: Discussion of JAWS (http://www.jaws.org/) projects,
M. Sept. 26: CLASS SPEAKER: Seung Min
Assistant editor for POLITICO after working at USA Today, where she reported from the paper’s Washington bureau and worked on its online news desk. Career began at The Daily Iowan, where she fell in love with journalism after her first article (about a severed lizard head found in a fast-food salad). Read http://www.politico.com/reporters/SeungMinKim.html and prepare five questions.

W. Sept. 28: JAWS Interview Assignments

M. Oct. 3: Discussion: Starting on the Cusp of Feminism with Dark Brown Skin, p. 45, Dorothy Butler Gilliam (Also: Interview with Gloria Steinem and Interview with Nan Robertson, p. 63 and p.69, by Gilliam); Learning about Discrimination, Peggy Simpson, p. 75

W. Oct. 5: Discussion: Starting on the Cusp of Feminism with Dark Brown Skin, p. 45, Dorothy Butler Gilliam (Also: Interview with Gloria Steinem and Interview with Nan Robertson, p. 63 and p.69, by Gilliam); Learning about Discrimination, Peggy Simpson, p. 75.

M. Oct. 10: VIDEO INTERVIEW: Wanda Lloyd, Executive Editor, Montgomery (AL) Advertiser. Also, she was founding Executive Editor of the Freedom Forum Diversity Institute. Read: Civil Rights and Search for Community Values, Wanda Lloyd, p. 213 and prepare five questions.

W. Oct. 12: Find an article written by a female author in The Daily Iowan. You can check issues current or past. Assess it and see if you can learn about the author.


W. Oct. 26: Discussion: Covering War through a Woman’s Eyes, Kirsten Scharnberg Hampton, p. 143


W. Nov.2: VIDEO INTERVIEW with Jan Leach. Former editor of the Akron Beacon Journal, she is a professor of ethics at Kent State University in Ohio.

M. Nov. 7: Discussion: The Choice to Stay, Margaret Sullivan, p. 191;


M. Nov. 14: GUEST SPEAKER: Abby Rapoport Covers Austin, Texas statehouse for the Texas Observer, which is a nonprofit investigative news outlet. Previously, she covered state politics for The Texas Tribune, which is regarded as one of the richest and most innovative of the new nonprofits news sources and prepare five questions after reading: http://www.texastribune.org/about/staff/abby-rapoport/


THANKSGIVING VACATION WEEK


W. Nov. 30—PRESENTATION OR PRESENTATION DISCUSSION

M. Dec. 5—PRESENTATIONS

W. Dec. 7—PRESENTATIONS

Week of Dec. 13—Grade conferences to be scheduled

Interview Project (150 points):

1. Each student will write a biography about a female journalist, as well as a biography of herself or himself (50 points).

   Students will then conduct an online interview with the female journalist and produce a “chapter” for an “ourblook.com” online book (100 points). To see examples of previous interviews by students, see: http://www.ourblook.com/Gender-and-Mass-Media/Introduction-by-Pamela-Creedon-Professor.html/ These projects are created so that students can gain more web experience and a line in a resume.
Papers on Readings (150 points): In-class papers on each chapter are required. Each is worth 10 points and the top 15 grades will count. Other topics and assignments will be part of the class and count among the 10 point assignments. (Quizzes on chapters may be given.)

G-S-P: Correct grammar, spelling and punctuation required.

Grading: 300 points possible
- 150 points for interview project.
- 150 points for chapter reports, other assignments and possible quizzes.

Grading scale:
- A+ = Above 300 (extra credit points may be given during semester)
- A = 300-290
- B+ = 278-270
- B = 269-260
- B- = 259-255
- C+ = 254-246
- C = 245-238
- C- = 237-231
- D = 230-183
- F = 182 and below

Attendance: Attendance is required. A legitimate and verifiable excuse is required in order to make up any missed work. If you miss a class, you are responsible for getting lecture notes and assignments from a class member.

Cell Phones: If you are receiving calls, vibrations, talking, listening, playing, or using your cell phone in any way during class, you will be asked to leave the room.

The College of Liberal Arts and Sciences: Policies and Procedures

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook [www.clas.uiowa.edu/students/academic_handbook/index.shtml].

Electronic Communication: University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)
Use of E-Mail Communication: This is not an online or distance education class. While e-mail is a convenient form of communication, it will not substitute for direct contact or interaction with the instructor. Students who send e-mail messages must understand that such messages may not be read in a timely manner. Face-to-face communication is the preferred method of interaction; telephone communication is secondary; e-mail is a distant third. My office is on the third floor of the Adler Building, E342AJB, and my office hours are Mondays and Wednesdays 1:30 p.m. to 3:30 p.m. My office phone is 335-1084.

Academic Fraud: Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

Plagiarism, Fabrication, and Duplication: The School enforces strict standards regarding academic dishonesty.

- Plagiarism not only violates journalistic ethics, but it also violates the University code of student conduct (see http://www.clas.uiowa.edu/student/academic-handbook). To plagiarize is to take and present as one’s own an idea or work derived from an existing source without full and proper credit to the course of the ideas, works or words.
- Fabrication means faking quotes or facts. Such conduct is not only reprehensible, but it also may be actionable in court.
- Duplication means submitting the same work to more than one instructor without the prior knowledge and agreement of both.

Possible sanctions for these actions can result in failure of the course and possible expulsion from the University. In this course, plagiarism, fabrication or duplication will result in a recommendation for a student to receive an “F” for the entire course.

CLAS Final Examination Policies:
Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint:
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. The DEO of the School of Journalism and Mass Communication is David Perlmutter, E305B Adler at 319-335-3486. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.
Accommodations for Disabilities: A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Understanding Sexual Harassment: Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather: In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual. (http://clas.uiowa.edu/students)

Food and Drink: Food and drink are prohibited in the Adler computer labs and around electronic equipment.

The Iowa Dozen As one of more than 114 accredited programs in journalism and mass communication by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards. All Iowa Dozen are valued in this course and relate to grading standards.

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value…
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions.
12. The role of media in shaping cultures.